

**Fayetteville Advertising and Promotion
Commission**

May 21, 2018 2:00 p.m.

Location: Fayetteville Town Center 15 W. Mountain Street Fayetteville, AR.

Commissioners: Matthew Petty, Chairman; Matt Behrend; Adella Gray; Ching Mong;
Robert Rhoads; Chrissy Sanderson; Todd Martin

Staff: Molly Rawn, Executive Director

Agenda

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Approval of April 2018 minutes
- III. New Business
 - A. HMR report – Molly Rawn. A presentation of the April HMR collections designated for A&P. April collections represent March activity.
 - B. Walker Stone House Report.
 - C. Vote: Strategic Planning provider. After interviewing and reviewing submissions to the RFP, the Executive Director and the strategic planning committee is recommending the commission contract with Milestone Leadership for the coordination of the strategic plan. Memo in agenda packet.
 - D. Resolution to support a fireworks display in 2019 and to budget accordingly.
- IV. Agenda Additions. *Additions to the agenda may be added upon request from a majority of commissioners.*

Fayetteville A&P Commission

Balance Sheet

As of April 30, 2018

ASSETS

Current Assets

Cash and Investments

10300 1st Security A&P/EF	726,966.08	
10400 1st Security Fayetteville TC	309,886.86	
10500 1st Security Clinton House	9,093.43	
10700 Arvest Payroll Account	43,656.40	
10110 EF/CVB Cash in Register	100.00	
10120 TC Cash on Hand	1,000.00	
10130 CHM Cash In Register	100.00	

13000 Investments 904,795.24

13100 Investments: Adjust to Market (6,338.91)

Total Investments 898,456.33

Total Cash and Investments **1,989,259.10**

Accounts Receivable

11100 Accounts Receivable - City Parking	896.00	
11200 Due from Vendors	1,500.00	
11300 Accounts Receivable (TC)	<u>112,550.87</u>	

Total Accounts Receivable **114,946.87**

11400 HMR Funds Due from City **240,574.76**

12200 Prepaid Expenses **10,349.20**

13100 Deposits **28,617.00**

14100 Inventory Asset - EF/CVB **7,687.59**

14200 Inventory Asset - CHM **6,195.36**

Total Current Assets **2,397,629.88**

Other Assets

14500 Capital Assets

15000 Furniture and Fixtures	52,305.28	
15100 Equipment	313,527.39	
15300 CVB Building	930,569.02	
15400 CVB Land	198,621.00	
15500 Building Additions	576,659.55	
15600 Walker-Stone House	992,848.72	
17300 Accumulated Depreciation	<u>(786,997.00)</u>	

Total Other Assets **2,277,533.96**

TOTAL ASSETS 4,675,163.84

Fayetteville A&P Commission

Balance Sheet

As of April 30, 2018

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

20000 Accounts Payable	83,935.95	
Credit Cards Payable	0.00	
22100 KHT Security Deposit	1,000.00	
24000 Employee Benefits Payable	(1,107.29)	
25000 Sales Tax Payable	2,028.12	
26300 Unearned Revenue 2018	172,964.24	
26400 Unearned Revenue 2019	11,050.00	

Total Current Liabilities

269,871.02

Equity

34000 Designated Fund - Future Fund	0.00	
39005 Fund Balance	4,536,892.22	
Net Revenue	(131,599.40)	

Total Equity

4,405,292.82

TOTAL LIABILITIES AND EQUITY

4,675,163.84

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	CONSOLIDATED					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
Income						
41000 · Hotel, Motel, Restaurant Taxes						
41100 · CY HMR Taxes	1,089,518.07	3,481,178	(2,391,659.93)	68.70%	300,687.95	290,098
41200 · PY HMR Taxes	25,130.34	20,477	4,653.34	-22.72%	4,139.06	1,706
Total 41000 · Hotel, Motel, Restaurant Taxes	1,114,648.41	3,501,655	(2,387,006.59)		304,827.01	291,804
42000 · Rental Income						
42100 · Facility Rental	168,349.92	618,500	(450,150.08)	72.78%	65,382.37	51,542
42200 · Rental Items	11,072.50	54,000	(42,927.50)	79.50%	3,647.50	4,500
42300 · Alcohol Sales	28,110.23	59,000	(30,889.77)	52.36%	6,091.76	4,917
42400 · Rental Services	18,503.60	38,000	(19,496.40)	51.31%	3,007.50	3,167
Total 42000 · Rental Income	226,036.25	769,500	(543,463.75)		78,129.13	64,126
43000 · Event Income						
43100 · 1st Thursday Income	1,000.00	9,000	(8,000.00)	88.89%	1,000.00	0
43200 · LOTO Income	0.00	3,600	(3,600.00)	100.00%	0.00	0
43400 · Other Event Income	1,585.42	5,000	(3,414.58)	68.29%	401.91	417
Total 43000 · Event Income	2,585.42	17,600	(15,014.58)		1,401.91	417
44000 · Sales						
44100 · Museum Store Sales	2,019.79	8,500	(6,480.21)	76.24%	889.38	708
44200 · Visitor Store Sales						
44210 · Regular Store Sales	5,674.42	12,500	(6,825.58)	54.60%	1,695.01	1,042
44220 · Consignment Sales	1,041.71	5,500	(4,458.29)	81.06%	260.98	458
Total 44200 · Visitor Store Sales	6,716.13	18,000	(11,283.87)	62.69%	1,955.99	1,500
Total 44000 · Sales	8,735.92	26,500	(17,764.08)		2,845.37	2,208
45000 · Parking Revenue						
45100 · Parking Machine Revenue	4,251.65	7,500	(3,248.35)	43.31%	995.00	625
45200 · Parking Lease Revenue	4,539.94	18,000	(13,460.06)	74.78%	4,539.94	1,500
Total 45000 · Parking Revenue	8,791.59	25,500	(16,708.41)		5,534.94	2,125
46000 · Ad Income						
46100 · Visitor Guide Ad Income	0.00	20,000	(20,000.00)	100.00%	0.00	0
46200 · Banner Income	1,050.00	4,500	(3,450.00)	76.67%	450.00	375
Total 46000 · Ad Income	1,050.00	24,500	(23,450.00)		450.00	375
47000 · Museum Revenue						
47100 · Admission Revenue	0.00	500	(500.00)	100.00%	0.00	42
47200 · Donations	1,176.18	20,000	(18,823.82)	94.12%	359.30	1,667
47300 · Membership						
Total 47000 · Museum Revenue	1,176.18	20,500	(19,323.82)		359.30	1,709
48000 · Other Revenue						
48200 · Other Revenue	197.91	0	197.91		197.91	0
Total 48000 · Other Revenue	197.91	0	197.91		197.91	0
49000 · Interest and Investment Income						
49001 · Investment Account Interest	3,035.76	7,200	(4,164.24)	57.84%	787.00	600
49002 · Checking Account Interest	2,359.40	5,767	(3,407.60)	59.09%	743.07	480
Total 49000 · Interest and Investment Income	5,395.16	12,967	(7,571.84)		1,530.07	1,080
Total Income	1,368,616.84	4,398,722	(3,030,105.16)	0.69	395,275.64	363,844
Cost of Goods Sold	(1,469.42)				(1,251.19)	
Gross Profit	1,367,147.42	4,398,722			394,024.45	363,844

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	CONSOLIDATED					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
Expense						
50000 · Rental and Event Expenses						
51000 · Rental Expenses						
51100 · Facility Rental Expenses	0.00	500	(500.00)	100.00%	0.00	42
51200 · Linens	9,922.22	31,500	(21,577.78)	68.50%	2,572.05	2,625
51300 · Alcohol & Bar Supply Expenses						
51310 · Alcohol	8,267.78	28,200	(19,932.22)	70.68%	1,954.85	2,350
51320 · Bar Supply Expenses	1,281.59	1,800	(518.41)	28.80%	102.98	150
51400 · Rental Services	10,145.69	33,000	(22,854.31)	69.26%	440.00	2,750
Total 51000 · Rental Expenses	29,617.28	95,000	(65,382.72)		5,069.88	7,917
52000 · Event Expenses						
52100 · 1st Thursday Expenses	225.00	35,000	(34,775.00)	99.36%	0.00	0
52200 · LOTO Expenses	0.00	16,500	(16,500.00)	100.00%	0.00	0
52400 · Other Event Expenses	7,634.92	23,000	(15,365.08)	66.80%	1,176.34	1,917
Total 52000 · Event Expenses	7,859.92	74,500	(66,640.08)		1,176.34	1,917
53000 · Store purchases						
53100 · Museum Store Expenses						
53110 - Goods for Sale	3,623.58	5,000	(1,376.42)	27.53%	803.93	416
53120 - Store Supplies	615.93	500	115.93	-23.19%	0.00	42
53200 · EF Store Expenses						
53210 - Goods for Sale	1,703.78	15,000	(13,296.22)	88.64%	358.51	1,250
53220 - Store Supplies	0.00	3,500	(3,500.00)	100.00%	0.00	292
53300 · Consignment Expenses	0.00	4,000	(4,000.00)	100.00%	0.00	0
Total 53000 · Store purchases	5,943.29	28,000	(22,056.71)		1,162.44	2,000
54000 · Museum Activities						
54100 · Program						
54110 · Group Visits	0.00	250	(250.00)	100.00%	0.00	21
54130 · Honoraria	0.00	500	(500.00)	100.00%	0.00	41
54140 · Other	0.00	5,000	(5,000.00)		0.00	417
Total 54100 · Program	0.00	5,750	(5,750.00)		0.00	479
54200 · Exhibit Expenses	5,810.28	5,000	810.28	-16.21%	1,326.00	417
54300 · Fundraising	2,999.00	5,250	(2,251.00)	42.88%	0.00	438
Total 54000 · Museum Activities	8,809.28	16,000	(7,190.72)		1,326.00	1,334
55000 · In-kind Donations Cost	151.65	0	151.65	(100.00)	0.00	0
Total 50000 · Rental and Event Expenses .	52,381.42	213,500	(161,118.58)		8,734.66	13,168
60000 · Payroll and Related Expenses						
61000 · Wages Expense	262,595.92	820,649	(558,053.08)	68.00%	72,879.72	68,387
62000 · Payroll Tax Expense						
62100 · Federal (941) Payroll Taxes	18,301.44	62,779	(44,477.56)	70.85%	5,365.86	5,232
62300 · SUTA	5,585.79	1,809	3,776.79	-208.78%	638.51	150
Total 62000 · Payroll Tax Expense	23,887.23	64,588	(40,700.77)		6,004.37	5,382
63000 · Benefits						
63100 · Health and Other Emp Insurance	37,456.09	99,463	(62,006.91)	62.34%	9,294.40	8,288
63200 · Company Ret Contributions	5,132.31	22,632	(17,499.69)	77.32%	1,345.88	1,886
63300 · Car Allowance	1,200.00	3,600	(2,400.00)	66.67%	300.00	300

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	CONSOLIDATED					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
63600 · Employee Relations	746.40	4,000	(3,253.60)	81.34%	222.27	334
Total 63000 · Benefits	44,534.80	129,695.00	(85,160.20)		11,162.55	10,808
64000 · Contract Labor	33,842.00	97,400	(63,558.00)	65.25%	10,568.00	8,116
65000 · Payroll Processing Fees	2,245.50	8,500	(6,254.50)		712.50	708
Total 60000 · Payroll and Related Expenses	367,105.45	1,120,832	(753,726.55)		101,327.14	93,401.00
70000 · Operating Expenses						
71000 · Marketing						
71100 · Advertising Expense						
71110 · Agency Advertising	326,974.65	520,000	(193,025.35)	37.12%	91,170.74	43,333
71120 · Non-Agency Advertising	21,421.84	24,000	(2,578.16)	10.74%	3,383.04	2,000
Total 71100 · Advertising Expense	348,396.49	544,000	(195,603.51)		94,553.78	45,333
71200 · Agency Fees	52,500.00	157,500	(105,000.00)	66.67%	26,250.00	13,125
71300 · Promotion						
71310 · Promotion Expenses	29,530.57	109,100	(79,569.43)	72.93%	17,876.00	9,092
71320 · Signage-Tourism	0.00	9,300	(9,300.00)	100.00%	0.00	776
71340 · Parks & Rec Promotion	10,000.00	10,000	0.00	0.00%	0.00	2,000
71350 · Banners	1,544.77	5,100	(3,555.23)	69.71%	913.69	425
Total 71300 · Promotion	41,075.34	133,500	(92,424.66)		18,789.69	12,293
71400 · Printing						
71410 · Visitors Guide Expense	0.00	35,500	(35,500.00)	100.00%	0.00	4,438
71420 · Other Brochures	3,844.08	28,000	(24,155.92)	86.27%	1,052.51	2,332
Total 71400 · Printing	3,844.08	63,500	(59,655.92)		1,052.51	6,770
71500 · Website	6,020.00	19,500	(13,480.00)	69.13%	500.00	1,626
71600 · Mailings	3,000.00	13,000	(10,000.00)	76.92%	1,000.00	2,000
Total 71000 · Marketing	454,835.91	931,000	(476,164.09)		142,145.98	81,147
72000 · Sales and Development						
72100 · Promotional Items	1,482.77	12,000	(10,517.23)	87.64%	0.00	958
72200 · Meals	1,217.30	4,000	(2,782.70)	69.57%	425.27	376
72300 · Groups	3,040.04	3,885	(844.96)	21.75%	55.13	323
72400 · Sports	1,931.65	11,000	(9,068.35)	82.44%	536.65	916
72500 · Meetings	4,303.40	8,500	(4,196.60)	49.37%	46.73	709
72600 · Memberships	21,252.12	26,000	(4,747.88)	18.26%	15,374.00	2,167
72700 · Tourism Development	914.53	6,710	(5,795.47)	86.37%	41.33	559
72800 · Training and Development	6,710.94	22,500	(15,789.06)	70.17%	2,085.68	1,875
Total 72000 · Sales and Development	40,852.75	94,595.00	(53,742.25)		18,564.79	7,883
73000 · Office and Administrative Exp						
73100 · Office Expenses						
73110 · Office Supplies	5,767.33	11,100	(5,332.67)	48.04%	1,363.03	924
73120 · Office Equipment Leases	2,897.87	6,500	(3,602.13)	55.42%	749.76	541
73130 · Office Equipment Purchases	373.12	3,000	(2,626.88)	87.56%	373.12	875
73140 · Subscriptions	141.85	500	(358.15)	71.63%	37.95	43
Total 73100 · Office Expenses	9,180.17	21,100	(11,919.83)		2,523.86	2,383
73200 · Fees						
73210 · Bank Service Charges	157.20	150	7.20	-4.80%	42.10	10
73220 · Credit Card Fees	1,522.04	6,350	(4,827.96)	76.03%	577.17	529
Total 73200 · Fees	1,679.24	6,500	(4,820.76)		619.27	539

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	CONSOLIDATED					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
73400 · Business Taxes and Licenses	1,147.29	5,100	(3,952.71)	77.50%	844.22	341
73500 · Accounting, Audit, & Legal Fees						
73510 · Accounting Fees	175.00	1,075	(900.00)	83.72%	0.00	350
73520 · Audit Fees	10,700.00	14,190	(3,490.00)	24.59%	10,700.00	13,000
73530 · Legal Fees	1,962.40	6,235	(4,272.60)	68.53%	0.00	600
Total 73500 · Accounting, Audit, & Legal Fees	12,837.40	21,500	(8,662.60)		10,700.00	13,950
73700 · Postage and Shipping	484.78	1,750	(1,265.22)	72.30%	31.00	136
73900 · Collection Expense	22,821.38	68,940	(46,118.62)	66.90%	6,096.54	5,745
Total 73000 · Office and Administrative Exp	48,150.26	124,890	(76,739.74)		20,814.89	23,094
74000 · Travel						
74100 · Lodging	7,773.00	16,397	(8,624.00)	52.59%	2,275.06	1,367
74200 · Mileage	516.31	1,825	(1,308.69)	71.71%	37.06	156
74300 · Transportation	7,472.12	14,250	(6,777.88)	47.56%	2,470.10	1,187
74400 · Meals Out of Town	2,284.08	4,750	(2,465.92)	51.91%	555.57	397
Total 74000 · Travel	18,045.51	37,222	(19,176.49)		5,337.79	3,107
75000 · IT Expenses						
75100 · Computer Hardware	1,656.20	5,300	(3,643.80)	68.75%	0.00	192
75200 · Software Purchases and Subs	15,416.26	27,400	(11,983.74)	43.74%	1,271.97	2,283
75300 · IT Support and Consulting	12,614.50	40,000	(27,385.50)	68.46%	2,617.50	3,500
Total 75000 · IT Expenses	29,686.96	72,700	(43,013.04)		3,889.47	5,975
76000 · Insurance						
76100 · Insurance - Building & Contents	0.00	14,457	(14,457.00)	100.00%	0.00	0
76200 · Insurance - W/C	0.00	1,502	(1,502.00)	100.00%	0.00	0
Total 76000 · Insurance	0.00	15,959	(15,959.00)		0.00	0
77000 · Facilities						
77100 · Rent	5,100.00	15,300	(10,200.00)	66.67%	1,275.00	1,275
77200 · Internet/Telephone	10,161.94	30,120	(19,958.06)	66.26%	2,924.89	2,510
77300 · Utilities						
77310 · Electric	21,948.61	58,340	(36,391.39)	62.38%	5,326.03	4,862
77320 · Gas	7,998.38	10,884	(2,885.62)	26.51%	968.44	907
77330 · Water	5,008.46	12,480	(7,471.54)	59.87%	1,672.67	1,040
Total 77300 · Utilities	34,955.45	81,704.00	(46,748.55)		7,967.14	6,809
77400 · Repairs and Maintenance	47,870.33	264,000	(216,129.67)	81.87%	8,933.71	22,000
77500 · Janitorial Supplies	8,553.03	19,840	(11,286.97)	56.89%	2,320.78	1,654
77600 · Maintenance Contracts	15,158.08	39,344	(24,185.92)	61.47%	7,965.57	3,279
77800 · FFE & Improvements	12,465.10	145,000	(132,534.90)	91.40%	2,215.25	12,500
Total 77000 · Facilities	134,263.93	595,308	(461,044.07)		33,602.34	50,027
Total 70000 · Operating Expenses	725,835.32	1,871,674	(1,145,838.68)		224,355.26	171,233
80000 · Grants Awarded						
80100 · Current Year Spring	0.00	125,000	(125,000.00)	100.00%	0.00	10,500
80200 · Prior Year Fall	17,653.79	57,000	(39,346.21)	69.03%	9,000.00	4,750
80300 · TheatreSquared Contribution	100,000.00	200,000	(100,000.00)	50.00%	0.00	0
Total 80000 · Grants Awarded	117,653.79	382,000.00	(264,346.21)		9,000.00	15,250.00
90000 · Other Expenses						
90100 · Bond Payments	235,770.84	707,000	(471,229.16)	66.65%	58,942.71	58,917
90300 · Future Project Funding						

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	CONSOLIDATED					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
90310 · Future Capital Improvements	0.00	103,716	(103,716.00)	100.00%	0.00	8,643
Total 90300 · Future Project Funding	0.00	103,716	(103,716.00)		0.00	8,643
Total 90000 · Other Expenses	235,770.84	810,716	(574,945.16)		58,942.71	67,560
Total Expense	1,498,746.82	4,398,722	(2,899,975.18)	65.93%	402,359.77	360,612
Net Income/(Loss)	(131,599.40)	0			(8,335.32)	3,232

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2017	2018	% Change
TOTAL REVENUE	1,290,741.79	1,366,760.45	0.04
COST OF GOODS SOLD	5,305.98	(704.77)	(1.06)
TOTAL EXPENSE	1,380,998.83	1,483,804.65	0.15
NET INCOME/(LOSS)	(84,951.06)	(117,748.97)	

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Experience Fayetteville					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
Income						
41000 · Hotel, Motel, Restaurant Taxes						
41100 · CY HMR Taxes	1,089,518.07	3,481,178	(2,391,659.93)	68.70%	300,687.95	290,098
41200 · PY HMR Taxes	25,130.34	20,477	4,653.34	-22.72%	4,139.06	1,706
Total 41000 · Hotel, Motel, Restaurant Taxes	1,114,648.41	3,501,655	(2,387,006.59)		304,827.01	291,804
42000 · Rental Income						
42100 · Facility Rental	0.00					
42200 · Rental Items	0.00					
42300 · Alcohol Sales	0.00					
42400 · Rental Services	0.00					
Total 42000 · Rental Income	0.00					
43000 · Event Income						
43100 · 1st Thursday Income	1,000.00	9,000	(8,000.00)	88.89%	1,000.00	0
43200 · LOTO Income	0.00	3,600	(3,600.00)	100.00%	0.00	0
43400 · Other Event Income	0.00	2,000	(2,000.00)	100.00%	0.00	167
Total 43000 · Event Income	1,000.00	14,600	(13,600.00)		1,000.00	167
44000 · Sales						
44100 · Museum Store Sales	0.00					
44200 · Visitor Store Sales						
44210 · Regular Store Sales	5,674.42	12,500	(6,825.58)	54.60%	1,695.01	1,042
44220 · Consignment Sales	1,041.71	5,500	(4,458.29)	81.06%	260.98	458
Total 44200 · Visitor Store Sales	6,716.13	18,000	(11,283.87)	62.69%	1,955.99	1,500
Total 44000 · Sales	6,716.13	18,000	(11,283.87)		1,955.99	1,500
45000 · Parking Revenue						
45100 · Parking Machine Revenue	0.00					
45200 · Parking Lease Revenue	0.00					
Total 45000 · Parking Revenue	0.00					
46000 · Ad Income						
46100 · Visitor Guide Ad Income	0.00	20,000	(20,000.00)	100.00%	0.00	0
46200 · Banner Income	1,050.00	4,500	(3,450.00)	76.67%	450.00	375
Total 46000 · Ad Income	1,050.00	24,500	(23,450.00)		450.00	375
47000 · Museum Revenue						
47100 · Admission Revenue	0.00					
47200 · Donations	0.00					
47300 · Membership						
Total 47000 · Museum Revenue	0.00	0	0.00			
48000 · Other Revenue						
48200 · Other Revenue	18.36				18.36	
Total 48000 · Other Revenue	18.36				18.36	
49000 · Interest and Investment Income						
49001 · Investment Account Interest	3,035.76	7,200	(4,164.24)	57.84%	787.00	600
49002 · Checking Account Interest	1,829.77	4,200	(2,370.23)	56.43%	526.69	350
Total 49000 · Interest and Investment Income	4,865.53	11,400	(6,534.47)		1,313.69	950
Total Income	1,128,298.43	3,570,155	(2,441,874.93)	68.40%	309,565.05	294,796
Cost of Goods Sold	(2,734.39)				(486.54)	
Gross Profit	1,125,564.04	3,570,155			309,078.51	294,796

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Experience Fayetteville					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
Expense						
50000 · Rental and Event Expenses						
51000 · Rental Expenses						
51100 · Facility Rental Expenses	0.00					
51200 · Linens	0.00					
51300 · Alcohol & Bar Supply Expenses						
51310 · Alcohol	0.00					
51320 · Bar Supply Expenses	0.00					
51400 · Rental Services	0.00					
Total 51000 · Rental Expenses	0.00					
52000 · Event Expenses						
52100 · 1st Thursday Expenses	225.00	35,000	(34,775.00)	99.36%	0.00	0
52200 · LOTO Expenses	0.00	16,500	(16,500.00)	100.00%	0.00	0
52400 · Other Event Expenses	746.65	8,000	(7,253.35)	(100.00)	0.00	667
Total 52000 · Event Expenses	971.65	59,500	(58,528.35)		0.00	667
53000 · Store purchases						
53100 · Museum Store Expenses						
53110 - Goods for Sale	0.00					
53120 - Store Supplies	0.00					
53200 · EF Store Expenses						
53210 - Goods for Sale	1,703.78	15,000	(13,296.22)	88.64%	358.51	1,250
53220 - Store Supplies	0.00	3,500	(3,500.00)	100.00%	0.00	292
53300 · Consignment Expenses	0.00	4,000	(4,000.00)	100.00%		
Total 53000 · Store purchases	1,703.78	22,500	(20,796.22)		358.51	1,542
54000 · Museum Activities						
54100 · Program						
54110 · Group Visits	0.00					
54130 · Honoraria	0.00					
54140 · Other	0.00					
Total 54100 · Program	0.00					
54200 · Exhibit Expenses	0.00					
54300 · Fundraising	0.00					
Total 54000 · Museum Activities	0.00					
55000 · In-kind Donations Cost	151.65	0	151.65	-100.00%		
Total 50000 · Rental and Event Expenses .	2,827.08	82,000	(79,172.92)		358.51	2,209
60000 · Payroll and Related Expenses						
61000 · Wages Expense	143,889.88	453,028	(309,138.12)	68.24%	38,535.80	37,752
62000 · Payroll Tax Expense						
62100 · Federal (941) Payroll Taxes	9,904.11	34,656	(24,751.89)	71.42%	2,821.49	2,888
62300 · SUTA	2,880.99	794	2,086.99	-262.85%	219.53	66
Total 62000 · Payroll Tax Expense	12,785.10	35,450	(22,664.90)		3,041.02	2,954
63000 · Benefits						
63100 · Health and Other Emp Insurance	23,797.37	62,212	(38,414.63)	61.75%	5,649.23	5,184
63200 · Company Ret Contributions	4,252.31	13,537	(9,284.69)	68.59%	1,125.88	1,128
63300 · Car Allowance	1,200.00	3,600	(2,400.00)	66.67%	300.00	300

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Experience Fayetteville					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
63600 · Employee Relations	281.16	2,200	(1,918.84)	87.22%	26.94	184
Total 63000 · Benefits	29,530.84	81,549	(52,018.16)		7,102.05	6,796
64000 · Contract Labor	1,600.00	16,500	(14,900.00)	90.30%	800.00	1,375
65000 · Payroll Processing Fees	2,245.50	8,500	(6,254.50)	73.58%	712.50	708
Total 60000 · Payroll and Related Expenses	190,051.32	595,027	(404,975.68)		50,191.37	49,585
70000 · Operating Expenses						
71000 · Marketing						
71100 · Advertising Expense						
71110 · Agency Advertising	326,974.65	520,000	(193,025.35)	37.12%	91,170.74	43,333
71120 · Non-Agency Advertising	14,404.83	15,000	(595.17)	3.97%	2,636.16	1,250
Total 71100 · Advertising Expense	341,379.48	535,000	(193,620.52)		93,806.90	44,583
71200 · Agency Fees	52,500.00	157,500	(105,000.00)		26,250.00	13,125
71300 · Promotion						
71310 · Promotion Expenses	22,378.50	90,000	(67,621.50)	75.14%	16,842.05	7,500
71320 · Signage-Tourism	0.00	8,000	(8,000.00)	100.00%	0.00	667
71340 · Parks & Rec Promotion	10,000.00	10,000	0.00	0.00%	0.00	2,000
71350 · Banners	1,544.77	5,100	(3,555.23)	69.71%	913.69	425
Total 71300 · Promotion	33,923.27	113,100	(79,176.73)		17,755.74	10,592
71400 · Printing						
71410 · Visitors Guide Expense	0.00	35,500	(35,500.00)	100.00%	0.00	4,438
71420 · Other Brochures	3,597.18	22,000	(18,402.82)	83.65%	1,052.51	1,833
Total 71400 · Printing	3,597.18	57,500	(53,902.82)		1,052.51	6,271
71500 · Website	2,025.00	10,000	(7,975.00)	79.75%	500.00	834
71600 · Mailings	3,000.00	13,000	(10,000.00)	76.92%	1,000.00	2,000
Total 71000 · Marketing	436,424.93	886,100	(449,675.07)		140,365.15	77,405
72000 · Sales and Development						
72100 · Promotional Items	859.67	8,500	(7,640.33)	89.89%	0.00	708
72200 · Meals	642.94	2,500	(1,857.06)	74.28%	187.30	209
72300 · Groups	3,040.04	3,885	(844.96)	21.75%	55.13	323
72400 · Sports	1,931.65	11,000	(9,068.35)	82.44%	536.65	916
72500 · Meetings	4,203.52	7,500	(3,296.48)	43.95%	0.00	625
72600 · Memberships	20,322.06	24,000	(3,677.94)	15.32%	15,000.00	2,000
72700 · Tourism Development	914.53	6,460	(5,545.47)	85.84%	41.33	538
72800 · Training and Development	4,624.39	8,500	(3,875.61)	45.60%	1,945.00	708
Total 72000 · Sales and Development	36,538.80	72,345	(35,806.20)		17,765.41	6,027
73000 · Office and Administrative Exp						
73100 · Office Expenses						
73110 · Office Supplies	2,257.45	6,100	(3,842.55)	62.99%	603.60	508
73120 · Office Equipment Leases	1,381.92	4,800	(3,418.08)	71.21%	384.71	400
73130 · Office Equipment Purchases	0.00	1,500	(1,500.00)	100.00%	0.00	750
73140 · Subscriptions	112.00	400	(288.00)	72.00%	28.00	34
Total 73100 · Office Expenses	3,751.37	12,800	(9,048.63)		1,016.31	1,692
73200 · Fees						
73210 · Bank Service Charges	77.20	150	(72.80)	48.53%	22.10	10
73220 · Credit Card Fees	275.41	1,600	(1,324.59)	82.79%	95.45	133
Total 73200 · Fees	352.61	1,750	(1,397.39)		117.55	143

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Experience Fayetteville					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
73400 · Business Taxes and Licenses	0.00	1,000	(1,000.00)	100.00%	0.00	0
73500 · Accounting, Audit, & Legal Fees						
73510 · Accounting Fees	100.00	1,075	(975.00)	90.70%	0.00	350
73520 · Audit Fees	10,700.00	14,190	(3,490.00)	24.59%	10,700.00	13,000
73530 · Legal Fees	1,962.40	6,235	(4,272.60)	68.53%	0.00	600
Total 73500 · Accounting, Audit, & Legal Fees	12,762.40	21,500	(8,737.60)		10,700.00	13,950
73700 · Postage and Shipping	437.64	1,300	(862.36)	66.34%	30.00	98
73900 · Collection Expense	22,821.38	68,940	(46,118.62)	66.90%	6,096.54	5,745
Total 73000 · Office and Administrative Exp	40,125.40	107,290	(67,164.60)		17,960.40	21,628
74000 · Travel						
74100 · Lodging	5,086.69	11,297	(6,210.31)	54.97%	1,113.83	942
74200 · Mileage	15.36	700	(684.64)	97.81%	0.00	63
74300 · Transportation	3,668.59	10,050	(6,381.41)	63.50%	1,883.96	837
74400 · Meals Out of Town	1,520.48	2,500	(979.52)	39.18%	301.89	209
Total 74000 · Travel	10,291.12	24,547	(14,255.88)		3,299.68	2,051
75000 · IT Expenses						
75100 · Computer Hardware	0.00	3,000	(3,000.00)	100.00%	0.00	0
75200 · Software Purchases and Subs	13,700.81	22,000	(8,299.19)	37.72%	1,256.98	1,833
75300 · IT Support and Consulting	10,548.50	28,000	(17,451.50)	62.33%	2,317.50	2,500
Total 75000 · IT Expenses	24,249.31	53,000	(28,750.69)		3,574.48	4,333
76000 · Insurance						
76100 · Insurance - Building & Contents	0.00	6,687	(6,687.00)	100.00%	0.00	0
76200 · Insurance - W/C	0.00	1,502	(1,502.00)	100.00%	0.00	0
Total 76000 · Insurance	0.00	8,189	(8,189.00)		0.00	0
77000 · Facilities						
77100 · Rent	0.00					
77200 · Internet/Telephone	3,991.02	12,300	(8,308.98)	67.55%	993.05	1,025
77300 · Utilities						
77310 · Electric	3,012.00	6,000	(2,988.00)	49.80%	786.69	500
77320 · Gas	0.00	0	0.00		0.00	0
77330 · Water	244.10	720	(475.90)	66.10%	60.26	60
Total 77300 · Utilities	3,256.10	6,720	(3,463.90)		846.95	560
77400 · Repairs and Maintenance	21,488.17	97,000	(75,511.83)	77.85%	3,845.16	8,084
77500 · Janitorial Supplies	19.18	850	(830.82)	97.74%	0.00	71
77600 · Maintenance Contracts	211.29	0	211.29	-100.00%	211.29	0
77800 · FFE & Improvements	0.00	25,000	(25,000.00)	100.00%		2,500
Total 77000 · Facilities	28,965.76	141,870	(112,904.24)		5,896.45	12,240
Total 70000 · Operating Expenses	576,595.32	1,293,341	(716,745.68)		188,861.57	123,684
80000 · Grants Awarded						
80100 · Current Year Spring	0.00	125,000	(125,000.00)	100.00%	0.00	10,500
80200 · Prior Year Fall	17,653.79	57,000	(39,346.21)	69.03%	9,000.00	4,750
80300 · TheatreSquared Contribution	100,000.00	200,000	(100,000.00)	50.00%	0.00	0
Total 80000 · Grants Awarded	117,653.79	382,000	(264,346.21)		9,000.00	15,250
90000 · Other Expenses						
90100 · Bond Payments	235,770.84	707,000	(471,229.16)		58,942.71	58,917
90300 · Future Project Funding						

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Experience Fayetteville					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
90310 · Future Capital Improvements	0.00	103,716	(103,716.00)	100.00%	0.00	8,643
Total 90300 · Future Project Funding	0.00	103,716	(103,716.00)		0.00	8,643
Total 90000 · Other Expenses	235,770.84	810,716	(574,945.16)		58,942.71	67,560
Total Expense	1,122,898.35	3,163,084	(2,040,185.65)	64.50%	307,354.16	258,288
Net Income/(Loss)	2,665.69	407,071			1,724.35	36,508

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2017	2018	% Change
TOTAL REVENUE	1,071,266.62	1,128,298.43	0.05
COST OF GOODS SOLD	3,695.73	(2,734.39)	(1.74)
TOTAL EXPENSE	1,034,860.80	1,122,898.35	0.09
NET INCOME/(LOSS)	40,101.55	2,665.69	

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Town Center					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
Income						
41000 · Hotel, Motel, Restaurant Taxes						
41100 · CY HMR Taxes						
41200 · PY HMR Taxes						
Total 41000 · Hotel, Motel, Restaurant Taxes						
42000 · Rental Income						
42100 · Facility Rental	167,250.87	615,000	(447,749.13)	72.80%	64,782.37	51,250
42200 · Rental Items	11,072.50	54,000	(42,927.50)	79.50%	3,647.50	4,500
42300 · Alcohol Sales	28,110.23	59,000	(30,889.77)	52.36%	6,091.76	4,917
42400 · Rental Services	18,503.60	38,000	(19,496.40)	51.31%	3,007.50	3,167
Total 42000 · Rental Income	224,937.20	766,000	(541,062.80)		77,529.13	63,834
43000 · Event Income						
43100 · 1st Thursday Income	0.00	0	0.00			
43200 · LOTO Income	0.00	0	0.00			
43400 · Other Event Income	835.24	0	835.24	-100.00%	401.91	0
Total 43000 · Event Income	835.24	0	835.24		401.91	0
44000 · Sales						
44100 · Museum Store Sales	0.00					
44200 · Visitor Store Sales						
44210 · Regular Store Sales	0.00					
44220 · Consignment Sales	0.00					
Total 44200 · Visitor Store Sales	0.00					
Total 44000 · Sales	0.00					
45000 · Parking Revenue						
45100 · Parking Machine Revenue	4,251.65	7,500	(3,248.35)	43.31%	995.00	625
45200 · Parking Lease Revenue	4,539.94	18,000	(13,460.06)	74.78%	4,539.94	1,500
Total 45000 · Parking Revenue	8,791.59	25,500	(16,708.41)		5,534.94	2,125
46000 · Ad Income						
46100 · Visitor Guide Ad Income	0.00					
46200 · Banner Income	0.00					
Total 46000 · Ad Income	0.00					
47000 · Museum Revenue						
47100 · Admission Revenue	0.00					
47200 · Donations	0.00					
47300 · Membership						
Total 47000 · Museum Revenue	0.00	0	0.00			
48000 · Other Revenue						
48200 · Other Revenue	179.55				179.55	
Total 48000 · Other Revenue	179.55				179.55	
49000 · Interest and Investment Income						
49001 · Investment Account Interest						
49002 · Checking Account Interest	509.49	1,367	(857.51)	62.73%	208.67	114
Total 49000 · Interest and Investment Income	509.49	1,367	(857.51)		208.67	114
Total Income	235,253.07	792,867	(557,793.48)	70.33%	83,854.20	66,073
Cost of Goods Sold						
Gross Profit	235,253.07	792,867			83,854.20	66,073

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Town Center					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
Expense						
50000 · Rental and Event Expenses						
51000 · Rental Expenses						
51100 · Facility Rental Expenses	0.00	0	0.00			
51200 · Linens	9,922.22	31,000	(21,077.78)	67.99%	2,572.05	2,584
51300 · Alcohol & Bar Supply Expenses						
51310 · Alcohol	8,267.78	28,200	(19,932.22)	70.68%	1,954.85	2,350
51320 · Bar Supply Expenses	1,281.59	1,800	(518.41)	28.80%	102.98	150
51400 · Rental Services	10,145.69	33,000	(22,854.31)	69.26%	440.00	2,750
Total 51000 · Rental Expenses	29,617.28	94,000	(64,382.72)		5,069.88	7,834
52000 · Event Expenses						
52100 · 1st Thursday Expenses	0.00					
52200 · LOTO Expenses	0.00					
52400 · Other Event Expenses	1,087.00	0	1,087.00	-100.00%	670.00	0
Total 52000 · Event Expenses	1,087.00	0	1,087.00		670.00	0
53000 · Store purchases						
53100 · Museum Store Expenses						
53110 - Goods for Sale						
53120 - Store Supplies						
53200 · EF Store Expenses						
53210 - Goods for Sale						
53220 - Store Supplies						
53300 · Consignment Expenses	0.00					
Total 53000 · Store purchases	0.00					
54000 · Museum Activities						
54100 · Program						
54110 · Group Visits	0.00					
54130 · Honoraria	0.00					
54140 · Other						
Total 54100 · Program	0.00					
54200 · Exhibit Expenses	0.00					
54300 · Fundraising	0.00					
Total 54000 · Museum Activities	0.00					
55000 · In-kind Donations Cost	0.00					
Total 50000 · Rental and Event Expenses .	30,704.28	94,000	(63,295.72)		5,739.88	7,834
60000 · Payroll and Related Expenses						
61000 · Wages Expense	92,032.87	280,751	(188,718.13)	67.22%	26,913.40	23,396
62000 · Payroll Tax Expense						
62100 · Federal (941) Payroll Taxes	6,535.58	21,477	(14,941.42)	69.57%	2,001.19	1,790
62300 · SUTA	2,043.19	766	1,277.19	-166.73%	319.13	64
Total 62000 · Payroll Tax Expense	8,578.77	22,243	(13,664.23)		2,320.32	1,854
63000 · Benefits						
63100 · Health and Other Emp Insurance	9,310.93	24,206	(14,895.07)	61.53%	2,558.23	2,017
63200 · Company Ret Contributions	390.00	6,833	(6,443.00)	94.29%	97.50	570
63300 · Car Allowance	0.00				0.00	0

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Town Center					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
63600 · Employee Relations	385.29	1,500	(1,114.71)	74.31%	195.33	125
Total 63000 · Benefits	10,086.22	32,539	(22,452.78)		2,851.06	2,712
64000 · Contract Labor	31,384.00	66,500	(35,116.00)	52.81%	9,528.00	5,541
65000 · Payroll Processing Fees	0.00					
Total 60000 · Payroll and Related Expenses	142,081.86	402,033	(259,951.14)		41,612.78	33,503
70000 · Operating Expenses						
71000 · Marketing						
71100 · Advertising Expense						
71110 · Agency Advertising	0.00	0				
71120 · Non-Agency Advertising	29.68	3,000	(2,970.32)	-100.00%	21.76	250
Total 71100 · Advertising Expense	29.68	3,000	(2,970.32)		21.76	250
71200 · Agency Fees						
71300 · Promotion						
71310 · Promotion Expenses	6,702.07	18,500	(11,797.93)	63.77%	1,033.95	1,542
71320 · Signage-Tourism	0.00	1,300	(1,300.00)	100.00%	0.00	109
71340 · Parks & Rec Promotion	0.00					
71350 · Banners	0.00					
Total 71300 · Promotion	6,702.07	19,800	(13,097.93)		1,033.95	1,651
71400 · Printing						
71410 · Visitors Guide Expense	0.00					
71420 · Other Brochures	0.00	5,000	(5,000.00)	100.00%	0.00	416
Total 71400 · Printing	0.00	5,000	(5,000.00)		0.00	416
71500 · Website	50.00	3,500				292
71600 · Mailings	0.00					
Total 71000 · Marketing	6,781.75	31,300	(24,518.25)		1,055.71	2,609
72000 · Sales and Development						
72100 · Promotional Items	462.08	3,000	(2,537.92)	84.60%	0.00	250
72200 · Meals	569.17	1,500	(930.83)	62.06%	237.97	125
72300 · Groups	0.00		0.00			
72400 · Sports	0.00		0.00			
72500 · Meetings	99.88	1,000	(900.12)	90.01%	46.73	84
72600 · Memberships	349.00	1,000	(651.00)	65.10%	99.00	83
72700 · Tourism Development	0.00		0.00	-100.00%		
72800 · Training and Development	1,243.78	12,000			122.99	1,000
Total 72000 · Sales and Development	2,723.91	18,500	(15,776.09)		506.69	1,542
73000 · Office and Administrative Exp						
73100 · Office Expenses						
73110 · Office Supplies	2,683.99	3,000	(316.01)	10.53%	510.78	250
73120 · Office Equipment Leases	1,515.95	1,700	(184.05)	10.83%	365.05	141
73130 · Office Equipment Purchases	373.12	1,500	(1,126.88)	75.13%	373.12	125
73140 · Subscriptions	0.00	100	(100.00)	100.00%	0.00	9
Total 73100 · Office Expenses	4,573.06	6,300	(1,726.94)		1,248.95	525
73200 · Fees						
73210 · Bank Service Charges	0.00	0	0.00			
73220 · Credit Card Fees	929.45	4,500	(3,570.55)	79.35%	406.63	375
Total 73200 · Fees	929.45	4,500	(3,570.55)		406.63	375

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Town Center					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
73400 · Business Taxes and Licenses	1,144.29	4,000	(2,855.71)	71.39%	841.22	333
73500 · Accounting, Audit, & Legal Fees						
73510 · Accounting Fees	0.00					
73520 · Audit Fees	0.00					
73530 · Legal Fees	0.00					
Total 73500 · Accounting, Audit, & Legal Fees	0.00					
73700 · Postage and Shipping	2.00	200	(198.00)	99.00%	1.00	17
73900 · Collection Expense	0.00					
Total 73000 · Office and Administrative Exp	6,648.80	15,000	(8,351.20)		2,497.80	1,250
74000 · Travel						
74100 · Lodging	1,797.06	3,600	(1,802.94)	50.08%	271.98	300
74200 · Mileage	328.18	1,000	(671.82)	67.18%	0.00	83
74300 · Transportation	3,535.87	3,000	535.87	-17.86%	336.92	250
74400 · Meals Out of Town	706.21	2,000	(1,293.79)	64.69%	211.29	167
Total 74000 · Travel	6,367.32	9,600	(3,232.68)		820.19	800
75000 · IT Expenses						
75100 · Computer Hardware	1,656.20	1,800	(143.80)	7.99%	0.00	150
75200 · Software Purchases and Subs	1,628.45	5,000	(3,371.55)	67.43%	14.99	417
75300 · IT Support and Consulting	2,066.00	12,000	(9,934.00)	-100.00%	300.00	1,000
Total 75000 · IT Expenses	5,350.65	18,800	(13,449.35)		314.99	1,567
76000 · Insurance						
76100 · Insurance - Building & Contents	0.00	2,804	(2,804.00)	100.00%		
76200 · Insurance - W/C	0.00		0.00			
Total 76000 · Insurance	0.00	2,804	(2,804.00)		0.00	0
77000 · Facilities						
77100 · Rent	0.00					
77200 · Internet/Telephone	4,618.38	13,500	(8,881.62)	65.79%	1,579.83	1,125
77300 · Utilities						
77310 · Electric	18,427.37	50,000	(31,572.63)	63.15%	4,423.45	4,167
77320 · Gas	6,258.29	9,000	(2,741.71)	30.46%	758.40	750
77330 · Water	3,431.25	9,720	(6,288.75)	64.70%	1,491.79	810
Total 77300 · Utilities	28,116.91	68,720	(40,603.09)		6,673.64	5,727
77400 · Repairs and Maintenance	11,034.42	20,000	(8,965.58)	44.83%	4,675.95	1,666
77500 · Janitorial Supplies	8,209.61	17,640	(9,430.39)	53.46%	2,240.40	1,470
77600 · Maintenance Contracts	14,444.48	38,000	(23,555.52)	61.99%	7,580.92	3,167
77800 · FFE & Improvements	11,865.10	45,000	(33,134.90)	73.63%	2,215.25	3,750
Total 77000 · Facilities	78,288.90	202,860	(124,571.10)		24,965.99	16,905
Total 70000 · Operating Expenses	106,161.33	298,864	(192,702.67)		30,161.37	24,673
80000 · Grants Awarded						
80100 · Current Year Spring						
80200 · Prior Year Fall						
80300 · TheatreSquared Contribution						
Total 80000 · Grants Awarded						
90000 · Other Expenses						
90100 · Bond Payments						
90300 · Future Project Funding						

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Town Center					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
90310 · Future Capital Improvements						
Total 90300 · Future Project Funding						
Total 90000 · Other Expenses						
Total Expense	278,947.47	794,897	(515,949.53)	64.91%	77,514.03	66,010
Net Income/(Loss)	(43,694.40)	(2,030)			6,340.17	63

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2017	2018	% Change
TOTAL REVENUE	212,457.02	235,253.07	0.11
COST OF GOODS SOLD		0.00	
TOTAL EXPENSE	268,475.47	278,947.47	0.04
NET INCOME/(LOSS)	(56,018.45)	(43,694.40)	

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Clinton House					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
Income						
41000 · Hotel, Motel, Restaurant Taxes						
41100 · CY HMR Taxes						
41200 · PY HMR Taxes						
Total 41000 · Hotel, Motel, Restaurant Taxes						
42000 · Rental Income						
42100 · Facility Rental	1,099.05	3,500	(2,400.95)	68.60%	600.00	292
42200 · Rental Items	0.00					
42300 · Alcohol Sales	0.00					
42400 · Rental Services	0.00					
Total 42000 · Rental Income	1,099.05	3,500	(2,400.95)		600.00	292
43000 · Event Income						
43100 · 1st Thursday Income	0.00					
43200 · LOTO Income	0.00					
43400 · Other Event Income	750.18	3,000	(2,249.82)	74.99%	0.00	250
Total 43000 · Event Income	750.18	3,000	(2,249.82)		0.00	250
44000 · Sales						
44100 · Museum Store Sales	2,019.79	8,500	(6,480.21)	76.24%	889.38	708
44200 · Visitor Store Sales						
44210 · Regular Store Sales						
44220 · Consignment Sales						
Total 44200 · Visitor Store Sales						
Total 44000 · Sales	2,019.79	8,500	(6,480.21)		1,489.38	1,250
45000 · Parking Revenue						
45100 · Parking Machine Revenue						
45200 · Parking Lease Revenue						
Total 45000 · Parking Revenue						
46000 · Ad Income						
46100 · Visitor Guide Ad Income						
46200 · Banner Income						
Total 46000 · Ad Income						
47000 · Museum Revenue						
47100 · Admission Revenue	0.00	500	(500.00)	100.00%		42
47200 · Donations	1,176.18	20,000	(18,823.82)	94.12%	359.30	1,667
47300 · Membership						
Total 47000 · Museum Revenue	1,176.18	20,500	(19,323.82)		359.30	1,709
48000 · Other Revenue						
48200 · Other Revenue	0.00					
Total 48000 · Other Revenue	0.00					
49000 · Interest and Investment Income						
49001 · Investment Account Interest						
49002 · Checking Account Interest	20.14	200	(179.86)	89.93%	7.71	16
Total 49000 · Interest and Investment Income	20.14	200	(179.86)		7.71	16
Total Income	5,065.34	35,700	(25,983.89)	85.81%	1,856.39	2,975
Cost of Goods Sold	1,264.97				(764.65)	
Gross Profit	6,330.31	35,700	(25,983.89)		1,091.74	2,975

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Clinton House					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
Expense						
50000 · Rental and Event Expenses						
51000 · Rental Expenses						
51100 · Facility Rental Expenses	0.00	500	(500.00)	100.00%		42
51200 · Linens	0.00	500	(500.00)	100.00%		41
51300 · Alcohol & Bar Supply Expenses						
51310 · Alcohol	0.00					
51320 · Bar Supply Expenses	0.00					
51400 · Rental Services	0.00	0	0.00			
Total 51000 · Rental Expenses	0.00	1,000	(1,000.00)		0.00	83
52000 · Event Expenses						
52100 · 1st Thursday Expenses	0.00					
52200 · LOTO Expenses	0.00					
52400 · Other Event Expenses	5,801.27	15,000	(9,198.73)	61.32%	506.34	1,250
Total 52000 · Event Expenses	5,801.27	15,000	(9,198.73)		506.34	1,250
53000 · Store purchases						
53100 · Museum Store Expenses						
53110 - Goods for Sale	3,623.58	5,000	(1,376.42)	27.53%	803.93	416
53120 - Store Supplies	615.93	500	115.93	-23.19%	0.00	42
53200 · EF Store Expenses						
53210 - Goods for Sale	0.00					
53220 - Store Supplies	0.00					
53300 · Consignment Expenses	0.00					
Total 53000 · Store purchases	4,239.51	5,500	(1,260.49)		803.93	458
54000 · Museum Activities						
54100 · Program						
54110 · Group Visits	0.00	250	(250.00)	100.00%		21
54130 · Honoraria	0.00	500	(500.00)	100.00%		41
54140 · Other	0.00	5,000	(5,000.00)	100.00%		417
Total 54100 · Program	0.00	5,750	(5,750.00)		0.00	479
54200 · Exhibit Expenses	5,810.28	5,000	810.28	-16.21%	1,326.00	417
54300 · Fundraising	2,999.00	5,250	(2,251.00)	42.88%		438
Total 54000 · Museum Activities	8,809.28	16,000	(7,190.72)		1,326.00	1,334
55000 · In-kind Donations Cost	0.00	0	0.00			
Total 50000 · Rental and Event Expenses .	18,850.06	37,500	(18,649.94)		2,636.27	3,125
60000 · Payroll and Related Expenses						
61000 · Wages Expense	26,673.17	86,870	(66,123.88)	69.30%	7,430.52	7,239
62000 · Payroll Tax Expense						
62100 · Federal (941) Payroll Taxes	1,861.75	6,646	(4,784.25)	71.99%	543.18	554
62300 · SUTA	661.61	249	412.61	-165.71%	99.85	20
Total 62000 · Payroll Tax Expense	2,523.36	6,895	(4,371.64)		643.03	574
63000 · Benefits						
63100 · Health and Other Emp Insurance	4,347.79	13,045	(8,697.21)	66.67%	1,086.94	1,087
63200 · Company Ret Contributions	490.00	2,262	(1,772.00)	78.34%	122.50	188
63300 · Car Allowance						

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Clinton House					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
63600 · Employee Relations	79.95	300	(220.05)	73.35%	0.00	25
Total 63000 · Benefits	4,917.74	15,607	(10,689.26)		1,209.44	1,300
64000 · Contract Labor	90.00	0	90.00	-100.00%	0.00	0
65000 · Payroll Processing Fees						
Total 60000 · Payroll and Related Expenses	34,204.27	109,372	(81,094.78)		9,282.99	9,113
70000 · Operating Expenses						
71000 · Marketing						
71100 · Advertising Expense						
71110 · Agency Advertising	0.00	0				
71120 · Non-Agency Advertising	6,987.33	6,000	987.33	-16.46%	725.12	500
Total 71100 · Advertising Expense	6,987.33	6,000	987.33		725.12	500
71200 · Agency Fees						
71300 · Promotion						
71310 · Promotion Expenses	450.00	600	(150.00)	25.00%	0.00	50
71320 · Signage-Tourism						
71340 · Parks & Rec Promotion						
71350 · Banners						
Total 71300 · Promotion	450.00	600	(150.00)		0.00	50
71400 · Printing						
71410 · Visitors Guide Expense						
71420 · Other Brochures	246.90	1,000	(753.10)	75.31%	0.00	83
Total 71400 · Printing	246.90	1,000	(753.10)		0.00	83
71500 · Website	3,945.00	6,000	(2,055.00)	34.25%		500
71600 · Mailings	0.00	0	0.00			
Total 71000 · Marketing	11,629.23	13,600	(1,970.77)		725.12	1,133
72000 · Sales and Development						
72100 · Promotional Items	161.02	500	(338.98)	67.80%		
72200 · Meals	5.19				0.00	42
72300 · Groups	0.00					
72400 · Sports	0.00					
72500 · Meetings	0.00					
72600 · Memberships	581.06	1,000	(418.94)	41.89%	275.00	84
72700 · Tourism Development	0.00	250	(250.00)	100.00%	0.00	21
72800 · Training and Development	842.77	2,000	(1,157.23)	57.86%	17.69	167
Total 72000 · Sales and Development	1,590.04	3,750	(2,165.15)		292.69	314
73000 · Office and Administrative Exp						
73100 · Office Expenses						
73110 · Office Supplies	825.89	2,000	(1,174.11)	58.71%	248.65	166
73120 · Office Equipment Leases	0.00	0	0.00			
73130 · Office Equipment Purchases	0.00	0	0.00			
73140 · Subscriptions	29.85	0	29.85	-100.00%	9.95	
Total 73100 · Office Expenses	855.74	2,000	(1,144.26)		258.60	166
73200 · Fees						
73210 · Bank Service Charges	80.00	0	80.00	-100.00%	20.00	0
73220 · Credit Card Fees	317.18	250	67.18	-26.87%	75.09	21
Total 73200 · Fees	397.18	250	147.18		95.09	21

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Clinton House					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
73400 · Business Taxes and Licenses	3.00	100	(100.00)	97.00%	3.00	8
73500 · Accounting, Audit, & Legal Fees						
73510 · Accounting Fees	75.00	0	75.00	-100.00%		
73520 · Audit Fees	0.00	0	0.00			
73530 · Legal Fees	0.00	0	0.00			
Total 73500 · Accounting, Audit, & Legal Fees	75.00	0	75.00		0.00	0
73700 · Postage and Shipping	45.14	250	(204.86)	81.94%		21
73900 · Collection Expense	0.00					
Total 73000 · Office and Administrative Exp	1,376.06	2,600	(1,226.94)		356.69	216
74000 · Travel						
74100 · Lodging	889.25	1,500	(610.75)	40.72%	889.25	125
74200 · Mileage	172.77	125	47.77	-38.22%	37.06	10
74300 · Transportation	267.66	1,200	(932.34)	77.70%	249.22	100
74400 · Meals Out of Town	57.39	250	(192.61)	77.04%	42.39	21
Total 74000 · Travel	1,387.07	3,075	(1,687.93)		1,217.92	256
75000 · IT Expenses						
75100 · Computer Hardware	0.00	500	(500.00)	100.00%	0.00	42
75200 · Software Purchases and Subs	87.00	400	(313.00)	78.25%	0.00	33
75300 · IT Support and Consulting	0.00	0	0.00		0.00	
Total 75000 · IT Expenses	87.00	900	(813.00)		0.00	75
76000 · Insurance						
76100 · Insurance - Building & Contents	0.00	306	(306.00)	100.00%		
76200 · Insurance - W/C	0.00					
Total 76000 · Insurance	0.00	306	(306.00)		0.00	0
77000 · Facilities						
77100 · Rent	4,800.00	14,400	(9,600.00)	66.67%	1,200.00	1,200
77200 · Internet/Telephone	957.66	2,520	(1,562.34)	62.00%	203.29	210
77300 · Utilities						
77310 · Electric	327.31	1,260	(932.69)	74.02%	84.20	105
77320 · Gas	659.07	1,020	(360.93)	35.39%	73.94	85
77330 · Water	230.41	1,320	(1,089.59)	82.54%	63.31	110
Total 77300 · Utilities	1,216.79	3,600	(2,383.21)		221.45	300
77400 · Repairs and Maintenance	13,113.03	22,000	(8,886.97)	40.40%	400.00	1,833
77500 · Janitorial Supplies	303.12	750	(446.88)	59.58%	80.38	63
77600 · Maintenance Contracts	87.80	0	87.80	-100.00%	21.95	0
77800 · FFE & Improvements	0.00	0	0.00	-100.00%		
Total 77000 · Facilities	20,478.40	43,270	(22,791.60)		2,127.07	3,606
Total 70000 · Operating Expenses	36,547.80	67,501	(30,961.39)		4,719.49	5,600
80000 · Grants Awarded						
80100 · Current Year Spring						
80200 · Prior Year Fall						
80300 · TheatreSquared Contribution						
Total 80000 · Grants Awarded						
90000 · Other Expenses						
90100 · Bond Payments						
90300 · Future Project Funding						

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	Clinton House					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
90310 · Future Capital Improvements						
Total 90300 · Future Project Funding						
Total 90000 · Other Expenses						
Total Expense	89,602.13	214,373	(130,706.11)	58.20%	16,638.75	17,838
Net Income/(Loss)	(83,271.82)	(178,673)			(15,547.01)	(14,863)

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2,017.00	2018	% Change
TOTAL REVENUE	7,018.15	3,208.95	(0.54)
COST OF GOODS SOLD	1,610.25	2,029.62	0.26
TOTAL EXPENSE	69,883.60	74,659.96	0.07
NET INCOME/(LOSS)	(61,255.20)	(69,421.39)	

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	W-S House					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
Income						
41000 · Hotel, Motel, Restaurant Taxes						
41100 · CY HMR Taxes						
41200 · PY HMR Taxes						
Total 41000 · Hotel, Motel, Restaurant Taxes						
42000 · Rental Income						
42100 · Facility Rental	0.00					
42200 · Rental Items	0.00					
42300 · Alcohol Sales	0.00					
42400 · Rental Services	0.00					
Total 42000 · Rental Income	0.00					
43000 · Event Income						
43100 · 1st Thursday Income	0.00					
43200 · LOTO Income	0.00					
43400 · Other Event Income	0.00					
Total 43000 · Event Income	0.00					
44000 · Sales						
44100 · Museum Store Sales	0.00					
44200 · Visitor Store Sales						
44210 · Regular Store Sales	0.00					
44220 · Consignment Sales	0.00					
Total 44200 · Visitor Store Sales	0.00					
Total 44000 · Sales	0.00					
45000 · Parking Revenue						
45100 · Parking Machine Revenue	0.00					
45200 · Parking Lease Revenue	0.00					
Total 45000 · Parking Revenue	0.00					
46000 · Ad Income						
46100 · Visitor Guide Ad Income	0.00					
46200 · Banner Income	0.00					
Total 46000 · Ad Income	0.00					
47000 · Museum Revenue						
47100 · Admission Revenue	0.00					
47200 · Donations	0.00					
47300 · Membership						
Total 47000 · Museum Revenue	0.00					
48000 · Other Revenue						
48200 · Other Revenue	0.00					
Total 48000 · Other Revenue	0.00					
49000 · Interest and Investment Income						
49001 · Investment Account Interest						
49002 · Checking Account Interest	0.00					
Total 49000 · Interest and Investment Income	0.00					
Total Income	0.00					
Cost of Goods Sold						
Gross Profit	0.00					

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	W-S House					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
Expense						
50000 · Rental and Event Expenses						
51000 · Rental Expenses						
51100 · Facility Rental Expenses	0.00					
51200 · Linens	0.00					
51300 · Alcohol & Bar Supply Expenses						
51310 · Alcohol	0.00					
51320 · Bar Supply Expenses	0.00					
51400 · Rental Services	0.00					
Total 51000 · Rental Expenses	0.00					
52000 · Event Expenses						
52100 · 1st Thursday Expenses	0.00					
52200 · LOTO Expenses	0.00					
52400 · Other Event Expenses						
Total 52000 · Event Expenses	0.00					
53000 · Store purchases						
53100 · Museum Store Expenses						
53110 - Goods for Sale	0.00					
53120 - Store Supplies	0.00					
53200 · EF Store Expenses						
53210 - Goods for Sale	0.00					
53220 - Store Supplies	0.00					
53300 · Consignment Expenses	0.00					
Total 53000 · Store purchases	0.00					
54000 · Museum Activities						
54100 · Program						
54110 · Group Visits	0.00					
54130 · Honoraria	0.00					
54140 · Other						
Total 54100 · Program	0.00					
54200 · Exhibit Expenses	0.00					
54300 · Fundraising	0.00					
Total 54000 · Museum Activities	0.00					
55000 · In-kind Donations Cost	0.00					
Total 50000 · Rental and Event Expenses .	0.00					
60000 · Payroll and Related Expenses						
61000 · Wages Expense	0.00					
62000 · Payroll Tax Expense						
62100 · Federal (941) Payroll Taxes	0.00					
62300 · SUTA	0.00					
Total 62000 · Payroll Tax Expense	0.00					
63000 · Benefits						
63100 · Health and Other Emp Insurance	0.00					
63200 · Company Ret Contributions	0.00					
63300 · Car Allowance	0.00					

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	W-S House					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
63600 · Employee Relations	0.00					
Total 63000 · Benefits	0.00					
64000 · Contract Labor	768.00	14,400	(13,632.00)	94.67%	240.00	1,200
65000 · Payroll Processing Fees						
Total 60000 · Payroll and Related Expenses	768.00	14,400			240.00	1,200
70000 · Operating Expenses						
71000 · Marketing						
71100 · Advertising Expense						
71110 · Agency Advertising	0.00					
71120 · Non-Agency Advertising	0.00					
Total 71100 · Advertising Expense	0.00					
71200 · Agency Fees						
71300 · Promotion						
71310 · Promotion Expenses	0.00					
71320 · Signage-Tourism						
71340 · Parks & Rec Promotion						
71350 · Banners						
Total 71300 · Promotion	0.00					
71400 · Printing						
71410 · Visitors Guide Expense	0.00					
71420 · Other Brochures	0.00					
Total 71400 · Printing	0.00					
71500 · Website	0.00					
71600 · Mailings	0.00					
Total 71000 · Marketing	0.00					
72000 · Sales and Development						
72100 · Promotional Items	0.00					
72200 · Meals	0.00					
72300 · Groups	0.00					
72400 · Sports	0.00					
72500 · Meetings	0.00					
72600 · Memberships	0.00					
72700 · Tourism Development	0.00					
72800 · Training and Development						
Total 72000 · Sales and Development	0.00					
73000 · Office and Administrative Exp						
73100 · Office Expenses						
73110 · Office Supplies	0.00	0	0.00	0.00%		
73120 · Office Equipment Leases	0.00					
73130 · Office Equipment Purchases	0.00					
73140 · Subscriptions	0.00					
Total 73100 · Office Expenses	0.00	0	0.00			
73200 · Fees						
73210 · Bank Service Charges	0.00					
73220 · Credit Card Fees	0.00					
Total 73200 · Fees	0.00					

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	W-S House					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
73400 · Business Taxes and Licenses						
73500 · Accounting, Audit, & Legal Fees						
73510 · Accounting Fees	0.00					
73520 · Audit Fees	0.00					
73530 · Legal Fees	0.00					
Total 73500 · Accounting, Audit, & Legal Fees						
73700 · Postage and Shipping	0.00					
73900 · Collection Expense	0.00					
Total 73000 · Office and Administrative Exp	0.00					
74000 · Travel						
74100 · Lodging	0.00					
74200 · Mileage	0.00					
74300 · Transportation	0.00					
74400 · Meals Out of Town	0.00					
Total 74000 · Travel	0.00					
75000 · IT Expenses						
75100 · Computer Hardware	0.00					
75200 · Software Purchases and Subs	0.00					
75300 · IT Support and Consulting	0.00					
Total 75000 · IT Expenses	0.00					
76000 · Insurance						
76100 · Insurance - Building & Contents		4,660	(4,660.00)	100.00%		
76200 · Insurance - W/C	0.00					
Total 76000 · Insurance	0.00	4,660	(4,660.00)			
77000 · Facilities						
77100 · Rent	300.00	900	(600.00)	(100.00)	75.00	75
77200 · Internet/Telephone	594.88	1,800	(1,205.12)	(100.00)	148.72	150
77300 · Utilities						
77310 · Electric	181.93	1,080	(898.07)	83.15%	31.69	90
77320 · Gas	1,081.02	864	217.02	-25.12%	136.10	72
77330 · Water	1,102.70	720	382.70	-53.15%	57.31	60
Total 77300 · Utilities	2,365.65	2,664	(298.35)		225.10	222
77400 · Repairs and Maintenance	2,234.71	125,000	(122,765.29)	-100.00%	12.60	10,417
77500 · Janitorial Supplies	21.12	600	(578.88)		0.00	50
77600 · Maintenance Contracts	414.51	1,344	(929.49)	69.16%	151.41	112
77800 · FFE & Improvements	600.00	75,000	(74,400.00)	99.20%	0.00	6,250
Total 77000 · Facilities	6,530.87	207,308	(200,777.13)		612.83	17,276
Total 70000 · Operating Expenses	6,530.87	211,968	(205,437.13)		612.83	17,276
80000 · Grants Awarded						
80100 · Current Year Spring						
80200 · Prior Year Fall						
80300 · TheatreSquared Contribution						
Total 80000 · Grants Awarded						
90000 · Other Expenses						
90100 · Bond Payments						
90300 · Future Project Funding						

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2018

	W-S House					
	Year-to-Date				Month	
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget	Actual	Budget
90310 · Future Capital Improvements						
Total 90300 · Future Project Funding						
Total 90000 · Other Expenses						
Total Expense	7,298.87	226,368	(205,437.13)	96.78%	852.83	18,476
Net Income/(Loss)	(7,298.87)	(226,368)			(852.83)	(18,476)

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2017	2018	% Change
TOTAL REVENUE	0.00	0.00	0.00
COST OF GOODS SOLD			
TOTAL EXPENSE	7,778.96	7,298.87	(0.06)
NET INCOME/(LOSS)	(7,778.96)	(7,298.87)	

March Activity

\$36,257 + **\$255,795** + **\$1,678**
 Hotel/Motel Restaurant Other Lodging

\$11,097

Prior Dues Collected

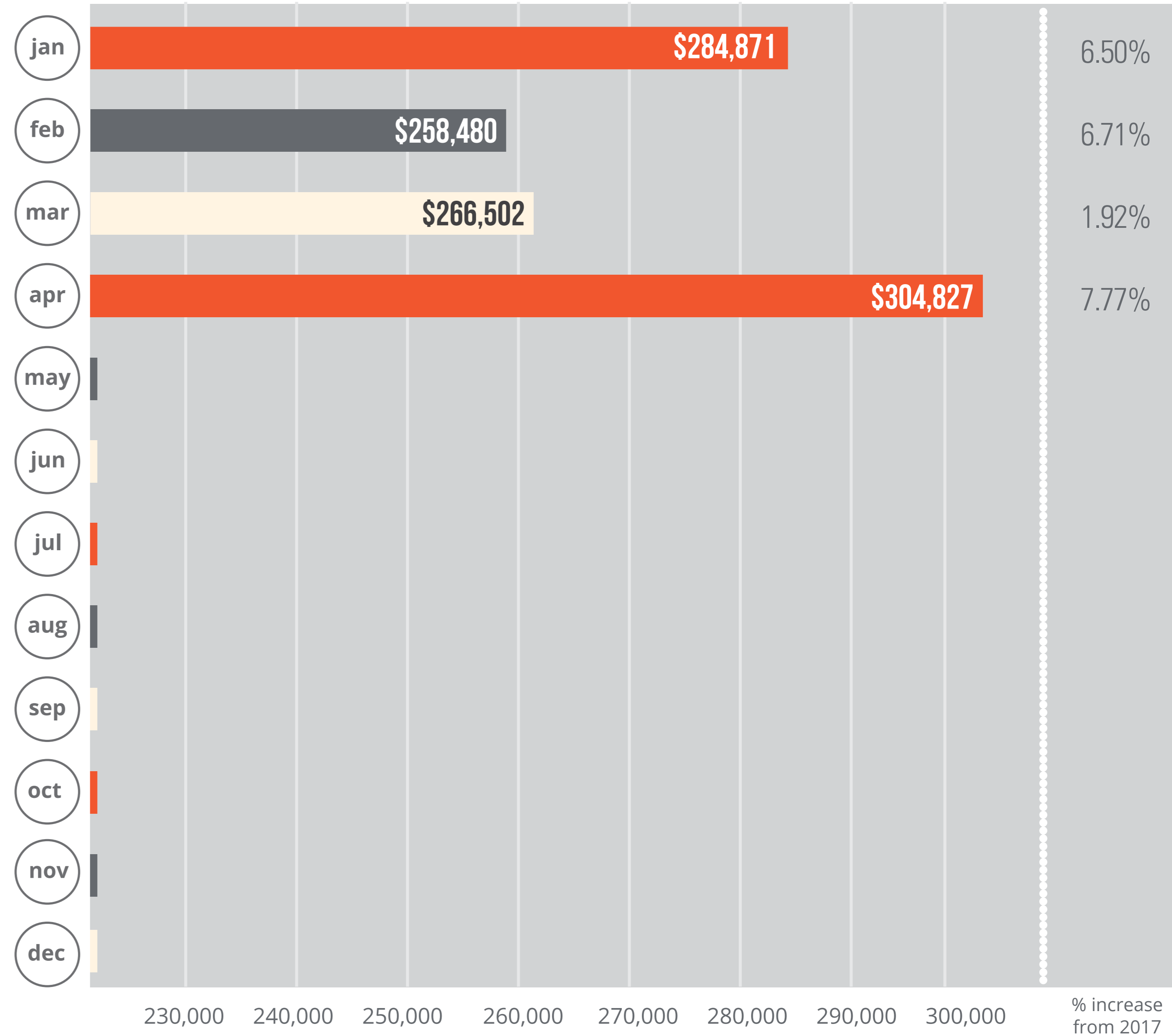
\$304,827

Total HMR Collected

Previous YTD (Jan-Apr) HMR Tax Collection Totals

2014	2015	2016	2017	2018
\$849,649	\$947,869	\$1,036,571	\$1,054,040	\$1,114,680
1.02%	11.56%	9.36%	1.69%	5.75%
% change over previous year				

Monthly A&P Tax Collections 2018**



** This represents one half of the total HMR collections. The other half supports the Parks and Recreation department.

Memo

To: Fayetteville Advertising and Promotion Commission

From: Molly Rawn

Date: May 21, 2018

Re: Strategic Planning Services

A committee consisting of Molly Rawn, Executive Director; Hazel Hernandez, Director of Marketing and Communications; Angie Albright, Clinton House Museum Director; Jordan Garcia, Fayetteville Town Center General Manager; and Matthew Petty, Commission Chair met to review and discuss proposals for qualified strategic planning consultants.

It is the committee's recommendation that we enter into a contract with Milestone Leadership for strategic planning services in the amount not to exceed \$30,000.